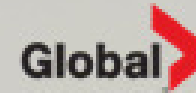




Entertainment
Tonight Canada



Cheryl's Celebrity Makeover

An integrated, *exclusive*
sponsorship opportunity tied
to Global Television's key
entertainment property.



Rick
Campanelli
and Cheryl
Hickey, hosts of
Entertainment
Tonight
Canada.



Cheryl's Celebrity Makeover presents a fabulous sponsorship opportunity within Entertainment Tonight Canada!

Viewers will be invited to etcanada.com to nominate someone for a celebrity makeover with Cheryl Hickey.

Each month, Cheryl will take one winner to get the makeover of a lifetime with full hair and makeup treatment, an outfit and a professional photo shoot .

Cheryl's Celebrity Makeover airs over two episodes. The first segment introduces the winner and explains why she was selected. The makeover and a professional photo shoot comprise the second segment.





Broadcast Components



Presenting status, i.e. *Cheryl's Celebrity Makeover* is presented by Advertiser + Tagline.



Sponsorship tag at the end of every story



Sponsorship inclusion during in-show pre-promotion one week leading up to the segment

Supplemental Options



Brand Integration within Celebrity Makeover segments also available at additional cost



Sponsorship inclusion in pre-promotion outside of ET Canada leading up to the segment (scalable)



Note: Times vary by market. Approximate investment based on Summer 09 rates; subject to rates and avails at time of booking.

Online Components:



Integrate client logo into “Cheryl’s
Celebrity Makeover” tile on the main
ETCanada.com home page



Integrate client logo into “Cheryl’s
Celebrity Makeover” entry page PDF
(e.g. *Presented by Advertiser*)



Tile on the “Promotions” area of the
GlobalTV.com homepage



Link to client website

Media:

Global National primetime; Mon-Fri 7:00-7:30pm

Global National late rpt; Mon-Fri 12:30-1:00am

SLICE; Mon-Fri 11:00-11:30pm



* pending CBS
permission